CANADEXPORT

Volume 23 > Number 13

IN THIS ISSUE > TRADE EVENTS IN INDIA >

New S&T funding to boost international research

The Government of Canada recently announced the creation of the International Science and Technology Partnerships Program, which will promote collaborative research and development between Canadian and foreign scientists and technologists in areas such as biotechnology, the environment, energy, and information and communications technologies.

Canadian companies in these sectors who are interested in technology transfer could benefit from this five-year, $20-million program, aimed at building science and technology relationships with selected countries including India, China and Israel.

"Canada has a thriving biotechnology industry that needs to be tapped into," said International Trade Minister Jim Peterson. "Promoting a spirit of collaboration by creating linkages between researchers and by marketing Canada's biotechnology industry abroad will benefit the global industry, businesses and our economy."

The Program was announced in June as part of BIO 2005 in Philadelphia, the world's largest and most prestigious biotechnology convention. More than 80 Canadian organizations participated at BIO, including Canadian companies, industry associations, provinces, and federal government departments and agencies, to promote Canada's biotechnology success story.

The Program's funding will foster and support bilateral research projects between Canada and partner countries that have been proposed by companies and universities. Program funding and activities are expected to commence in fall 2005.

For more information, go to www.infoexport.gc.ca/science. For more on BIO 2005, go to www.bio.org/events/2005.

Canada and Italy sign a joint science and technology statement

On June 6, in Ottawa, International Trade Minister, Jim Peterson, and Italy's Minister of Education, University and Research, Letizia Moratti, signed a joint statement on science and technology. The joint statement acknowledges Canada and Italy's commitment to further developing ties in the field of S&T, for example by providing institutional support to initiatives set up by research centres, universities and agencies in the two countries.

"As Canada is moving forward with our International Policy Statement, we are placing significant emphasis on relationships that already exist, such as the one with Italy," said Minister Peterson at the signing ceremony. "We look forward to these joint projects, resulting in commercialization and greater competitiveness for small and medium-sized enterprises."

see page 2 - Science and technology statement

International Trade Minister Jim Peterson and Italy's Minister of Education, University and Research, Letizia Moratti.

International Trade Canada | Commerce international Canada

Canada

2007-01824/

New EU electrical waste legislation comes into effect

Canada exported over $2 billion worth of electrical machinery to the European Union in 2004, and exports between January and April 2005 are already showing a 20% increase. But companies involved in this growing export market to the EU, Switzerland, Norway, Liechtenstein, or Iceland, including those companies who produce components for electrical and electronic equipment destined for export to these markets, may be affected by two new pieces of EU legislation that cover electrical and electronic equipment (EEE).

The EU's Waste Electrical and Electronic Equipment (WEEE) Directive aims to reduce the amount of EEE waste going for final disposal, and the companion Restriction of the Use of certain Hazardous Substances (RoHS) Directive limits the hazardous substance content of EEE put onto the market. For the WEEE Directive, which comes into effect on August 13, 2005, exporters will have to register in destination Member States and post a financial guarantee covering the cost of EEE recycling. In the case of the RoHS Directive (effective July 1, 2006), producers and suppliers will have to ensure that the EEE contains only trace amounts of lead, cadmium, mercury, hexavalent chromium and brominated flame retardants, subject to certain exemptions.

It is important to note that individual Member States are responsible for implementing this legislation and therefore have a great deal of influence over its ultimate impact on business. Details involving registration, costs and compliance may vary from country to country; for this reason, we recommend that Canadian exporters who may be affected consult these directives and contact the relevant authorities in destination markets.

For more information, on both pieces of legislation, go to: www.europa.eu.int/comm/environment/waste/weee_index.htm, or contact Marc-André Hawkes, Foreign Affairs Canada, tel.: (613) 992-8743, e-mail: marc-andre.hawkes@international.gc.ca. For more on the implementation of the Directives, visit the UK Government's Department of Trade and Industry Web site at: www.dti.gov.uk/sustainability/weee.

from page

Minister Moratti noted that "this statement helped enhance cooperation between our two countries through the creation of joint ventures between Italian and Canadian companies by using research as a tool for creating business opportunities. This may be within the context of cooperation between industries and research centres or through spin-offs from universities."

Both ministers witnessed the signing of 14 memoranda of understanding or agreements in the fields of space science, nanotechnology, life sciences, information and communications technologies and advanced manufacturing technology.

Minister Moratti, who came to participate in the G8 countries' science and technology meeting in Victoria, British Columbia, on June 2 and 3, also participated in two seminars in Ottawa and Toronto. The first seminar, organized by Canada's National Research Council in Ottawa, aimed to promote excellence in S&T cooperation between Canada and Italy. The second gave an overview of research and innovation investment in Italy.

For more information, contact Serge Charbonneau, International Trade Canada, tel.: (613) 995-4595; e-mail: serge.charbonneau@international.gc.ca.

CanadExport is published twice a month by International Trade Canada's Communications Services Division.
Circulation: 54,000

CanadExport paraît aussi en français.

ISSN 0823-3330

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part, for purposes of resale or redistribution requires written permission from *CanadExport*.

EDITORIAL TEAM
Yen Le, Aaron Annable, Jean-Philippe Dumas

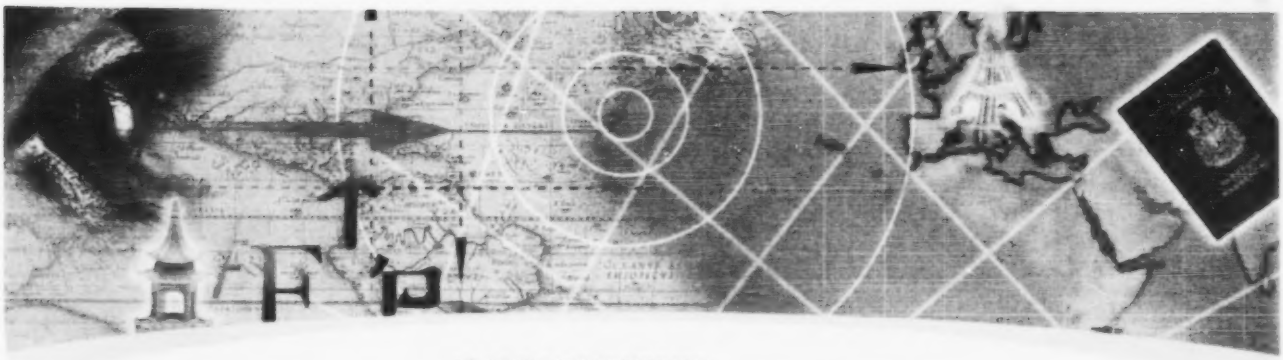
WEB SITE
www.canadexport.gc.ca

SUBSCRIPTIONS
Tel.: (613) 992-7124
Fax: (613) 992-5791
canad.export@international.gc.ca

For address changes and cancellations, return your mailing label with changes. Allow four to six weeks.

Publication Mail Agreement Number: 40064047

Return undeliverable Canadian addresses to:
CanadExport (BCS)
125 Sussex Drive
Ottawa, ON K1A 0G2



THE CANADIAN TRADE COMMISSIONER SERVICE

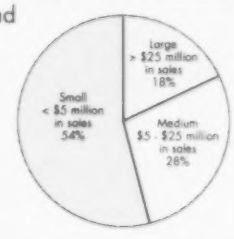
2004 Client Survey: an overview

The Canadian Trade Commissioner Service (TCS) continues to listen to its clients. Below are some of the highlights from the 2004 Client Survey based on telephone interviews with over 1,300 of our clients.

- The TCS helps Canadian businesses succeed globally: Clients attributed **an average of $7.6 million** of their annual financial results to TCS services for a total financial impact of **$25 billion on the Canadian economy**.
- The TCS continues to provide high-quality, highly valued services in every region of the world: more than 80% of clients agree that the quality of service provided is impressive.
- Demand for service is growing: 88% would recommend the TCS to others, and 92% would use TCS services again.

- **Connections** – services aimed at establishing connections in foreign markets;
- **Intelligence over information** – market intelligence and business leads only available "on the ground"; and
- **Personalization** – interaction with trade commissioners to gain access to their expertise and valuable contacts.

- 82% of clients are small and medium-sized enterprises.
- The TCS has a greater impact on the success of smaller businesses.



- 84% said the turnaround time met their needs.
- 85% of clients said their needs were understood.
- 85% stated that market prospect information received was helpful in decision-making.
- 91% agreed that troubleshooting support received was helpful to their organization.

1. Saving time and money
2. Facilitating market access
3. Making better decisions
4. Finding the right contacts
5. Increasing business image and credibility

- expanding Trade Commissioner skills worldwide with a focus on gathering actionable market intelligence and business leads, networking and creative thinking;
- implementing tools and processes to better understand the needs of our clients and to facilitate knowledge sharing among trade commissioners;
- delivering more personalized and effective services through the Virtual Trade Commissioner; and
- integrating the International Trade Canada Regional Offices (formerly International Trade Centres) with the TCS, to deliver seamless service to our clients at every stage of their international commerce plan.

For more information about how we can help your business succeed internationally, visit us at **www.infoexport.gc.ca**.

Canada on the menu in Mexico

This spring, 23 Canadian exporters participated in an agri-food mission to Mexico that was both successful and productive, say the participants.

The mission kicked off in Monterrey, where exporters met with key buyers and distributors and visited supermarket chains. Canadian companies then displayed their wide range of world-class food products at Alimentaria Mexico 2005, one of the largest food and beverage exhibitions in Latin America, in Mexico City from June 1 to 3.

Ambassador Gaëtan Lavertu and Mrs. Lavertu with members of the agri-food team in Mexico.

According to the organizers, the Canada Pavilion was the largest ever and its design and location made it one of the most attractive and professional displays at Alimentaria. It featured Canadian chef Eric Fernandez, who demonstrated his passion for cooking and his creativity by using Canadian products in traditional Mexican cuisine. The Pavilion highlighted award-winning Canadian products, including an assortment of premium gourmet chocolates and candies, specialty nutritional supplements, naturally sweetened fruit juices, along with premium non-dairy beverages, Canadian meat products, french fries and Italian specialty entrees.

Canadian Ambassador to Mexico Gaëtan Lavertu visited the Pavilion and met with each of the Canadian companies. There was extensive media coverage in Mexico of the Pavilion and of the innovative food and beverage products Canada was offering.

Mexico is one of Canada's fastest growing agri-food export markets. In 2004, Canada exported a record $1.5 billion of agri-food products, an increase of nearly 60% over 2003.

Alimentaria 2006 is scheduled to take place from June 6 to 8, 2006. *CanadExport* and Agriculture and Agri-Food Canada will provide details on Canada's participation as they become available.

For more information, go to www.ats.agr.gc.ca/alimentaria-mexico.

Agrium achieves milestone in Egypt's petrochemical industry

Given the increasing opportunities in Egypt's petrochemical industry, the Canadian Embassy in Cairo is pleased to report on the achievements of Agrium, a Canadian company that has entered into a Joint Venture Agreement with the Egyptian Petrochemical Holding Company (ECHEM), a subsidiary of the Egyptian General Petroleum Corporation. The Agreement proposes the construction of an integrated, world-scale ammonia-urea production facility at the Port of Damietta on Egypt's Mediterranean coast.

On June 9th, Agrium achieved another milestone in the development of the project by signing a gas supply term sheet with the Egyptian Natural Gas Holding Company, the domestic gas supplier in Egypt.

The Egyptian Ministry of Petroleum is keen to maximize the use of its natural gas reserves—estimated at 67 trillion cubic feet—through anchoring new projects in the petrochemical industry. In this context ECHEM is looking into investing more than $12 billion over the next 10 years in a wide spectrum of petrochemical projects: projects that will require the skills of international experts.

For more information, contact the Canadian Embassy in Egypt, tel.: (011-20-2) 794-3110, e-mail: cairo-td@international.gc.ca, Web site: www.infoexport.gc.ca/eg.

Pulp and paper industry gears up for PAPEREX 2005

New Delhi, India, December 3-6, 2005 > Exhibitors from the pulp and paper sector are gearing up for **PAPEREX 2005**, the seventh International Trade Fair and Conference on Pulp, Paper and Conversion Industry. India's paper industry has been growing, and it is currently gearing up to meet the projected demand of 8 million tonnes by 2010 and 13 million tonnes by 2020. The industry needs both capital and technology, as well as energy management and consumption solutions to improve production costs.

PAPEREX is the largest paper show in Asia and will provide an effective venue to showcase quality products, facilitate technology transfers and create new business alliances, according to its organizers. The trade fair will include technology and equipment for the following areas:

- paper making
- upgrading of existing mills
- paper automation and instrumentation
- raw material handling
- pulping
- recycled fibre technology
- waste management
- print equipment and technology
- computerization

A high-level technical conference will also be held at PAPEREX, an event highlight where participants will interact with leading technical experts from all over the world on key issues relating to the pulp, paper and conversion industry.

For more information, contact Monica John, Canadian High Commission in India, tel.: (011-91-11) 5178-2000, e-mail: monica.john@international.gc.ca, Web site: www.tafcon.com/paperex205.

India's International Trade Fair mega event

New Delhi, India, November 14-27, 2005 > The India Trade Promotion Organization will be presenting the 25th annual **India International Trade Fair** in November. This multi-product, multi-sectoral fair will provide business opportunities for a wide range of products and services in diverse areas, covering all segments of industry infrastructure and service sectors. ICT, processed foods, agricultural products, the environment and tourism are just some of the sectors that will be featured.

The fair will be an ideal platform for companies to exchange export and import orders, explore joint venture and technology transfer opportunities, launch new products and test marketing strategies. Both the range and scale of participation at the India International Trade Fair make it the biggest multi-product exposition of its kind in Asia.

The India Trade Promotion Organisation is the agency of the Government of India for promoting the country's external trade. For nearly three decades, it has played a proactive role in catalyzing trade, investment and technology transfer processes.

For more information, contact Sunita Punj, Canadian High Commission in India, tel.: (011-91-11) 5178-2184, e-mail: sunita.punj@international.gc.ca, or the High Commission of India in Canada, tel.: (613) 744-3751, e-mail: hicomind@hciottawa.ca, Web site: www.indiatradepromotion.org.

Get ready for Broadcast India 2005

Mumbai, India, October 20-22, 2005 > Mumbai will host **Broadcast India 2005**, the country's largest industry exhibition for film and television production, processing and broadcast equipment and technology. It will be preceded by a two-day symposium that will bring together engineers, technicians, executives and owners.

The Indian infotainment industry is booming, and projections indicate that the boom is only going to get bigger. In its 15th year, Broadcast India is growing constantly and will feature the latest innovations in television and video, radio, film, satellite, multimedia, computer graphics, animation, Internet, broadband and more. In 2004, Broadcast India attracted over 21,000 visitors. Canadian companies have regularly taken part and have benefited from the event's focused infotainment equipment and technology business niche.

For more information, contact Apurva Mehta, Trade Commissioner, Canadian Consulate General in Mumbai, tel.: (011-91-22) 2287-6027, e-mail: apurva.mehta@international.gc.ca, Web site: www.broadcastindiashow.com.

Ukraine Public Health show set for October

Kyiv, Ukraine, October 18-21, 2005 > Ukraine's Premier Expo Company is seeking participants for **Public Health-2005**, Ukraine's largest international exhibition for medical production. This includes medical equipment, pharmaceutical products, dental equipment and disposables, laboratory equipment, technologies, tools and beauty and health products.

More than 1,500 drugs are manufactured in Ukraine. While export volumes are increasing annually, many of the market's needs have yet to be satisfied. There is a lack of diagnostic, radiological, surgical and laboratory equipment, as well as equipment for maternity hospitals and burn centres. In general, the country's clinics and hospitals are in need of both new equipment and technologies.

In 2004, Public Health exhibitors and visitors were able to familiarize themselves with the medical production of more than 300 companies, obtain qualified expert advice and take part in science forums. Some 26 countries participated and the exhibition welcomed over 13,000 trade visitors.

Public Health-2005 is the shortest way to the Ukrainian health industries market. Companies in this sector who participate in the exhibition will have a good opportunity to find potential partners and customers. For foreign manufacturers and exporters, it will be a good chance to demonstrate their innovation in medical production, to deliver presentations, to meet experts from all regions of Ukraine and to establish business contacts.

For more information, contact: Victoria Vinogradova, Canadian Embassy in Ukraine, tel.: (011-380-44) 270-7144, e-mail: victoria.vinogradova@international.gc.ca, Web site: www.pe.com.ua/new/exh/exhdet.php3?id=61.

Chicago gets a taste of Atlantic Canada

U.S. businesses in Chicago got to see and taste what Atlantic Canada has to offer when a Team Canada Atlantic trade mission hit the windy city in April, with 45 Atlantic Canadian companies showcasing their products. The mission focused on developing export business for Atlantic firms in the areas of advanced manufacturing, agriculture and agri-food, seafood, building and construction products, consumer products, ICT and life sciences.

During the trade mission, business delegates and officials participated in a comprehensive program that included one-on-one business meetings with U.S. CEOs, networking sessions with Chicago area business leaders and several roundtable discussions. Roundtable topics included doing business in the U.S., border and transportation issues and innovation, science and technology.

In all, the Team Canada Atlantic mission members took part in more than 260 meetings with Chicago business contacts.

Team Canada Atlantic is a federal government partnership with the four Atlantic provinces to strengthen the trade and investment relationship between Atlantic Canada and the United States. Trade missions have been at the core of its approach since 1999. Ten trade missions to the New England states, Atlanta, New York, Washington, D.C., and Chicago have helped more than 300 Atlantic Canadian entrepreneurs to connect with nearly 2,500 buyers, agents and business owners from across the U.S., resulting in export sales in excess of $35 million.

Given the success of the Chicago trade mission, Team Canada Atlantic has recently announced a follow-up trade mission to the windy city, set for October 2-6, 2005. Recruitment is currently under way.

Chefs Blair Zinck (left) and Hans Wicki from the Culinary Institute of Canada in Prince Edward Island prepare the menu for the Taste of Atlantic Canada showcase and reception held during the trade mission.

For more information, go to www.teamcanadaatlantic.ca.

Canada Pavilion confirmed for China Hi-Tech Fair

Shenzhen, China, October 12-17 > The Canadian Consulate General in Guangzhou is once again organizing a Canada Pavilion at the 2005 **China Hi-Tech Fair** (CHTF). This marks the seventh year that Canada has participated.

The CHTF is the largest and most important Chinese national fair dealing with advanced technology and high-tech products. Approved by China's State Council, the fair will be jointly hosted by the Chinese ministries of Commerce, Science and Technology, Information and Technology, Information Industry, and Education, as well as by the National Development and Reform Commission and the Chinese Academy of Sciences.

The Canada Pavilion will play a key role in bringing Canada's dynamic technology-related small and medium-sized enterprises to China, which seek to tap into some of the potentially largest new market opportunities in the world. The CHTF offers an ideal platform for obtaining market information and intelligence, exploring business opportunities and establishing key contacts.

If your company is interested in the China market and participating in the CHTF, please contact the Consulate General of Canada in Guangzhou.

For more information, contact: James Kim, Trade Commissioner, Canadian Consulate General in Guangzhou, tel: (011-86-20) 8666-0569, ext. 3359, fax: (011-86-20) 8667-2401, e-mail: james.kim@international.gc.ca, Web site: www.chtf.com.

Build your export client base at Florida builders show

Orlando, Florida (U.S.), January 11-14, 2006 > The **International Builders Show** (IBS) is the largest U.S. residential building and design exhibition. Attended by over 100,000 designers, builders, architects, developers, engineers, merchants and key decision makers, this exhibition offers Canadian businesses an ideal venue to build their U.S. client base.

The Canadian Consulates General in Miami and Atlanta are coordinating Canada's participation at IBS in 2006, the 25th year that Canada will be participating on a national basis, in collaboration with Canadian Export Development Inc. A Canadian pavilion will once again be featured at IBS, which will allow Canadian companies to display their products and services to the world. Canadian government officials will target key decision makers and buyers in government and industry to visit the pavilion.

Canada will have the only national pavilion at IBS 2006. Located conveniently next to the main entrance to the show, it will comprise over 1,000 square metres and feature several dozen Canadian exhibitors. Don't miss your chance to participate—space is at a premium and confirmation will be made on a first-come, first-served basis.

For more information, contact: Robert Grison, Director of Operations, Canadian Economic Development Inc., tel.: (613) 825-9916, e-mail: cced@sympatico.ca, or Beatrice Noel, Trade Commissioner, Canadian Consulate General in Miami, tel.: (305) 579-1630, e-mail: beatrice.noel@international.gc.ca, Web site: www.buildersshow.com.

Lost in translation?

Every exporter knows that communication is the key to building successful business relationships. However, it becomes complex when more than one language is involved. Interpreters and translators can play a critical role in assisting exporters with the delivery of key information to prospective clients.

But did you know that interpreters and translators fulfill different roles in different cultures? For example, an interpreter in North America or Europe is expected to relay an unbiased account of the information to the audience. In Japan, however, an interpreter will translate the language and likely interpret gestures, context and meanings as well.

Exporters should enlist the services of an experienced translator or interpreter who is also immersed in the culture of the target market. Working as a team, the exporter and the interpreter can review the text or presentation together to ensure that there will be no difficulties with technical terms or potentially ambiguous messages.

For more information, consult The Cross Cultural Marketing Edge at: www.strategis.ic.gc.ca/marcopolo or contact the Export Information Service toll-free: 1 888 811-1119.

TRADE EVENTS

Ankara, Turkey
September 27-30, 2005
IDEF 2005, the **International Defence Industry Fair**, is Turkey's only international fair to specialize in defence equipment and systems, as well as transportation and logistical support equipment. The Canadian Embassy is planning to have an info booth at this year's IDEF.
Contact: Canadian Embassy in Turkey, tel.: (011-90-312) 409-2753, e-mail: ankra-td@international.gc.ca.
Web site: www.idef05.com

Ho Chi Minh, Vietnam
December 1-3, 2005
Attend **Food & Hotel Vietnam 2005**, the country's largest international food and hospitality event, for a winning combination of food and hospitality resources, programs and quality exhibitors in one of the region's fastest-growing economies.
Contact: Canadian Consulate General in Ho Chi Minh, tel.: (011-84-8) 827-9899, e-mail: hochi-td@international.gc.ca.
Web site: www.foodnhotelvietnam.com

Johannesburg, South Africa
October 18-20, 2005
The **Biotech Africa 2005** biotechnology, life sciences and medical equipment exhibition will be coupled with **LIFEsparks 2005**, the first South Africa Bio and Med Technologies Investment and Strategic Partnering Conference.
Contact: Southgro Investor Relations, e-mail: info@southgro.co.za.
Web site: www.southgro.co.za

Dubai, U.A.E.
February 13-16, 2006
Don't miss **Arab Lab The Expo 2006**, the only international trade show in the Middle East-North Africa region for biotechnology, instrumentation, laboratory technology, automation, robotics and diagnostics.
Contact: David Jayaraj, Exhibitor's Agent, tel.: (905) 279-9452, e-mail: davidjraj@rogers.com.
Web site: www.arablab.com

Pretoria, South Africa
October 30-November 4, 2005
The **AfricaGIS 2005 Conference** offers a unique opportunity for organizations to showcase their expertise and achievements to a wide-ranging African audience who share common interests in the geo-information field. Natural Resources Canada and the Canadian Space Agency will be leading a Canada Trade Mission to the Conference.
Contact: Omar Allam, Natural Resources Canada, e-mail: oallam@nrcan.gc.ca.
Web site: www.africagis2005.org.za

Vilnius, Lithuania
October 19-22, 2005
Attend the **InfoBalt 2005** trade fair and conference, which explores information society technologies in Lithuania. The Lithuanian market remains the fastest-growing technologies market in the Baltics.
Contact: Infobalt, e-mail: office@infobalt.lt.
Web site: www.infobalt.lt/english

Cape Town, South Africa
February 7-9, 2006
The **INDABA 2006 Investing in African Mining Conference** is Africa's most important mining event and the world's leading gathering of global policy makers and international financiers. It will attract over 2,000 delegates from 50 countries and host over 100 exhibitors.
Contact: International Investment Conferences, toll-free: 1 800 282-7469, e-mail: iiconf@iiconf.com.
Web site: www.iiconf.com

Toronto, Ontario
March 5-8, 2006
Mark you calendars for **PDAC 2006**, the 74th international convention, trade show and investors exchange of the Prospectors and Developers Association of Canada. In 2005, participants from 85 countries working in the mineral exploration and development industry attended.
Contact: PDAC, tel.: (416) 362-1969, e-mail: info@pdac.ca.
Web site: www.pdac.ca

Toronto, Ontario
October 30-November 1, 2005
Over 2,000 participants from across Canada, the U.S., Mexico and abroad are expected to attend the **Canadian Manufacturers and Exporters' (CME) free Annual Conference & Trade Show** on North American competitiveness.
Contact: Lori Stone, CME, tel.: (613) 238-8888, ext. 225, e-mail: lori.stone@cme-mec.ca.
Web site: www.cme-mec.ca

International Trade Canada's Enquiries Service provides departmental information, publications and referral services to Canadian exporters. Contact us at: 1 800 267-8376 (National Capital Region: (613) 944-4000). TTY: (613) 944-9136, e-mail: enqserv@international.gc.ca. Web site: www.international.gc.ca.

Return requested if undeliverable:
CanadExport (BCS)
125 Sussex Drive
Ottawa, ON K1A 0G2
Canada Post Agreement Number 40064047